



## The Policy Learning Platform:

your reference point for regional policy-making



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Policy Learning Platform webinar 30 March 2023

**Silver Economy: Opportunities for SMEs** 

Silver Economy: Opportunities for SMEs

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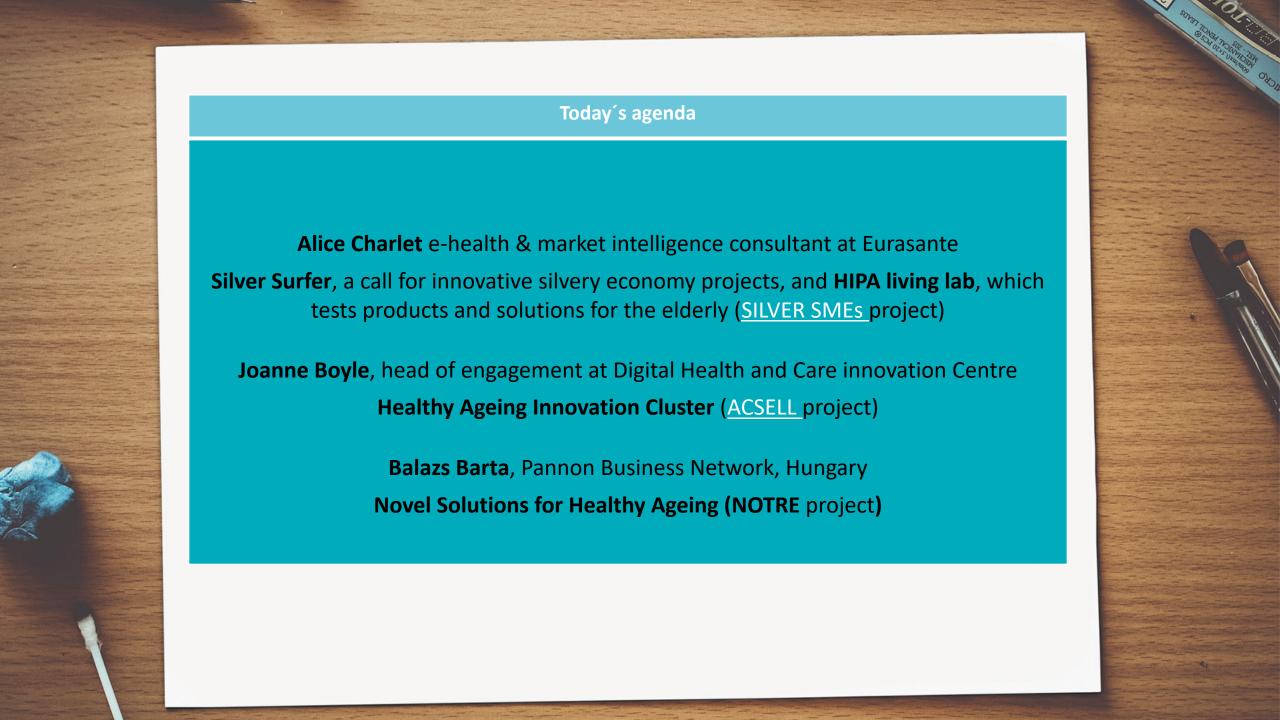


# What is meant by Silver Economy

- Silver economy is the system of production, distribution and consumption of goods and services aimed at using the purchasing potential of older and ageing people and satisfying their consumption, living and health needs.
- The silver economy includes thus the economic opportunities created by the aging population, which is expected to increase in the coming years.
- SMEs (small and medium-sized enterprises) can tap into this growing market by offering products and services that cater to the needs and preferences of older adults.

# Main opportunities in Silver Economy for SMEs

- 1. Healthcare products and services: As people age, they may require more healthcare products and services. SMEs can develop and market products such as mobility aids, personal care items, and medical devices. They can also provide services such as home healthcare and care management.
- 2. Leisure and entertainment: Older adults have more leisure time and are often interested in activities such as travel, cultural events, and hobbies. SMEs can provide leisure and entertainment options tailored to the needs and interests of older adults.
- 3. Housing and accommodation: Many older adults prefer to live independently but may require housing and accommodation that is specifically designed for their needs. SMEs can develop and market products such as smart home devices, age-friendly housing, and retirement communities.
- 4. Financial products and services: Older adults may require financial products and services that are tailored to their needs, such as retirement planning, insurance, and estate planning. SMEs can provide these products and services and also develop new products that address the specific financial needs of older adults.
- 5. Transportation: Older adults may require transportation options that are convenient and accessible. SMEs can develop and market transportation services that are designed for older adults, such as ride-sharing services, transportation to medical appointments, and home delivery services.



## Interreg Europe objective

To improve regional development policies

#### How?

Through exchange of experience, innovative approaches and capacity building (in relation to the identification & transfer of good practices)

Primarily dedicated to policymakers



Focus on exchange of experience

Different from crossborder or transnational cooperation

### Two actions



#### **Projects**

Limited number of regions exchanging and transferring experience on a shared regional development issue



#### **Policy Learning Platform**

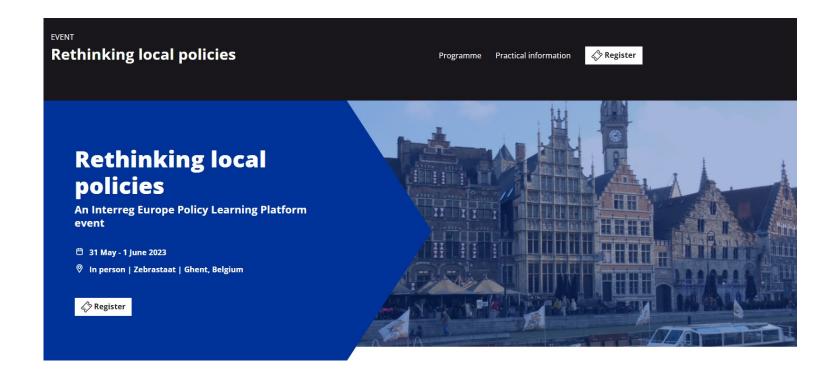
Further exploiting projects' achievements and opening up the programme benefits to all

## Calls for project proposals

#### **Second call**

- From 15 March to 9 June 2023
- Open to all topics

## **Next events**



With 'Rethinking local policies', and benefiting from all the knowledge from the Interreg Europe community, we will see the advantages of taking on board an integrated approach in policymaking.

You have four 'entry doors' that will define your agenda for the day:

- Spaces for innovation
- Spaces for entrepreneurship
- Modern green districts
- Bringing back nature to the city







# Thank you!

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